

## REQUEST FOR PROPOSAL: MEDIA PRODUCTION SERVICES PROVIDER

### Background

Limiting global temperature rise from climate change requires substantial cuts in global CO2 emissions. To meet this challenge, Australian coal producers invest in COAL21 to support the research of low-emissions coal technologies.

COAL21 is a \$550m collaboration by the Australian black coal industry focused on lowering emissions from coal to support cost-effective, reliable and cleaner energy both in Australia and globally. COAL21 is changing the narrative around the potential for low-emissions technology to shape Australia's energy future.

Established in 2006 to meet this challenge, COAL21 is supported by a voluntary levy on coal production and includes 26 investors from among Australia's black coal producers.

We are also conducting research to provide an evidence-based case for coal to remain a key part of Australia's future energy supply while developing the capability to reduce emissions in the future.

In recent years, COAL21 has supported a comprehensive and effective communication program to raise awareness of the need to look at new solutions to reduce emissions while delivering affordable, reliable power. This has included a substantial investment in advertising through a range of channels.

More information and background on COAL21 can be found at [www.coal21.com](http://www.coal21.com)

### Media production services provision

As part of maintaining and enhancing the public standing and reputation of Australia's coal industry and Australian mining more generally, COAL21 regularly undertakes promotional and communication activity through a broad mix of channels.

This activity has the additional objectives of providing information about the industry to the public, rebutting false campaigns by activist groups and optimising opportunities.

COAL21 is proposing to expand its communication activity to reach more people more often with targeted messaging and compelling creative executions. While COAL21 communication in recent years has had a significant effect in improving public sentiment towards the coal industry in the context of low-emissions technology, jobs and economic contribution.

Advertising undertaken by COAL21 is designed to complement media relations, political engagement, events and other communication activities. COAL21 will be using media channels including:

- Free and subscription television
- Digital and online, including social media
- Print
- Out of home
- Radio.

The final mix of media channels will be determined based on audience targeting, budgets, availability and suitability. COAL21 seeks a media production services provider who can support this campaign through the development of creative concepts (in conjunction with COAL21 staff and creative consultant, PwC's Russell Howcroft), scripting and storyboarding and production of collateral for the channels listed above.

### **Market Research and Media Buying**

COAL21 has a contracted market research provider JWS Research who will have input into the themes and direction of creative executions. The market research provider will also test any creative concepts and executions through qualitative research.

The effectiveness of the campaign will be tracked through quantitative and qualitative research. Other measures such as increased support and overall industry awareness will also be important in assessing the success of the campaign.

Nunn Media has been contracted to deliver media buying services for the campaign.

### **Recent Industry Positioning Activities**

In recent years COAL21's campaign messages have included the role of Australian coal in delivering affordable, reliable power, supporting small business and building awareness of High Efficiency, Low Emissions (HELE) power. The campaign has had a particular focus on how Australian coal is being used overseas – specifically Japan – to reduce emissions while meeting the needs of a modern economy.

The campaign is targeted at men aged 18 to 39 and women aged 40 and over – “soft converters” identified by previous research as having limited information about the Australian coal industry and open to being convinced of its future role.

The current television commercial and other information can be accessed at the campaign website [www.australiancoal.com.au](http://www.australiancoal.com.au) (note that this website is currently being reviewed and will be upgraded in the near future). Earlier creative executions can be viewed at [www.youtube.com/MineralsCouncilofAustralia](http://www.youtube.com/MineralsCouncilofAustralia)

### **Assessment Criteria**

Criteria which would be used to assess tender responses include, but are not limited to:

- Technical ability and/or access to the necessary expertise to produce compelling advertising content for a broad mix of media channels
- Experience in delivering advertising content across all media, in particular specific expertise in industry positioning, reputational, campaign or political advertising
- Content will include, but not be limited to video, animation, audio, print, info-graphics, out of home and other digital executions.
- A solid understanding of the Australian minerals sector and the broader political, economic and social context in which it operates
- Experience with industry group advertising activities
- Rapid turnaround time and the ability to meet tight deadlines
- Clarity of reporting and recommendations
- Ability to translate research outcomes into compelling creative executions
- Ability to work with COAL21's media buying agency to enhance effectiveness and reach of creative executions across a range of channels
- Understanding of the challenges facing the resources sector and Australian business
- Value for money.

### **Deadline for Response**

Written proposals of not more than five pages excluding attachments are sought by Friday 26 July 2019. These proposals should outline your understanding of the brief, proposed approach, team and fees and other information relevant to our consideration of your proposal.

A decision will be made shortly thereafter and the successful provider would be expected to start as soon as possible once advised. It is expected that creative will be in market by September 2019.